

## Episode 14 Sara Russell

### Episode 14

*Taking the Leap-Insights on Becoming an Entrepreneur*

#### Intro:

Sage insights on becoming an entrepreneur from **Sara Russell**, speaker, trainer, facilitator and entrepreneur. Sara, who took the leap from corporate leader to entrepreneur herself provides an authentic representation of that process.

#### Foundational Message:

“There can be freedom in being your own boss. It can empower and embolden you.”-Sara Russell

Sara Russell’s **story, inspiration and advice** on taking the leap are all available on this episode of ***Getting Simply The Best Results Podcast***, with host, **Cheryl C. Jones**.

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#### Summary

Sara Russell’s leap from corporate leader to entrepreneur, indirectly came about as the result of her divorce. The ending of her marriage took a toll on her and she needed a diversion. Her mother, an RV travel lover invited Sara on one of her RV adventures. Two and half years later, as funds were running low, Sarah realized it was time to put the RV in storage, the wanderlust aside and get back to work.

However, she had experienced freedom on her journey in the RV, and she realized she couldn’t go back to the corporate structure of life. She had a choice to make and she chose to be free.

#### Influences that helped her succeed as an entrepreneur/leader:

- Sara’s mother gifted her a copy of **Norman Vincent Peale’s *The Power of Positive Thinking***. The book focuses on **visualization and mind-set anchoring** and has served as her foundational motivation in business and in life.
- The other strong influence was one of Sara’s **former managers**, Robert Bear, who opened the door to her training career. Bear influenced her ability to help teams find the truth, guided her to look closely at her individual work before being critical of others’, and to hire for attitude, not skill.

#### Characteristics that have helped her succeed as an entrepreneur:

- **Adaptability**-Sara moved frequently as a child/young adult, so she learned early to read people and read a room. She is able to be flexible and fit in to any environment without fear.
- **Intuition**-She has learned to “lean into” her own ideas.

- **Positive Attitude**-She assumes everything will work out. Sometimes that attitude helps and sometimes it hurts because other's think she doesn't care.

#### **First entrepreneurial experience-results**

- Found freedom in having choices
- More empowered and emboldened-"I operate with this power. I don't just feel empowered, I ACT that way."-Sara Russell
- More decisive and direct
- Realized herself as the expert

#### **Advice to new entrepreneurs**

- Go inside and find your uniqueness-"You will do yourself a HUGE disservice if you don't spend the time to go inside and find what is unique about you."-Sara Russell
- Look at past successes. Find the patterns and follow them.
- Ask yourself, "What is my TRUE value?"
- Don't play small. The tendency is to start small. "Your instincts will guide you to a small box."-Sara Russell
- Learn, but don't overprepare. It creates undue stress.
- The butterflies you feel aren't bad. "They mean you care and are interested, not that you are incapable."-Sara Russell
- "Don't let the good advice of others define your path". -Sara Russell

#### **The Key**

- "Know yourself and be honest with yourself." -Sara Russell

#### **Next for Sara Russell**

Sara will be busy converting her primarily in-person business, to virtual classes. She will be meeting with potential customers, evaluating and determining what is best for her company and will be ready to shift with the new normal post pandemic.

Additionally, she is posting tips and resources on LinkedIn specific to virtual training and facilitation, as well as ways to run more effective remote meetings.

#### **Connect with Sara Russell**

- a. Web address [SaraRussell.com](http://SaraRussell.com) for now, but soon it will be [GoBeyondTen.com](http://GoBeyondTen.com)
- b. Email [Sara@GoBeyondTen.com](mailto:Sara@GoBeyondTen.com)
- c. Phone number (512) 687-6234

### Quotables

- “There can be freedom in being your own boss. It can empower and embolden you.”-Sara Russell
- “I operate with this power. I don’t just feel empowered, I ACT that way.”-Sara Russell
- “You will do yourself a HUGE disservice if you don’t spend the time to go inside and find what is unique about you.”-Sara Russell
- “Your instincts will guide you to a small box.”-Sara Russell
- “The butterflies you feel aren’t bad. “They mean you care and are interested, not that you are incapable.”-Sara Russell
- “Know yourself and be honest with yourself.” -Sara Russell
- “Relationships are everything. They make the world go ‘round”. -Sara Russell

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